

## Assembly

### Record of Committee Proceedings

#### **Committee on Public Health**

##### **Assembly Bill 56**

Relating to: advertising for prescription drugs.

By Representatives Sherman, Berceau, Black, Hubler, Kerkman, A. Williams, Pope-Roberts, Smith, Soletski and Zepnick; cosponsored by Senators Erpenbach, Lehman and Wirch.

February 17, 2009      Referred to Committee on Public Health.

March 10, 2009      **PUBLIC HEARING HELD**

Present:    (6)      Representatives Benedict, Dexter, Bernard Schaber, Strachota, Vukmir and Newcomer.  
Absent:    (1)      Representative Pasch.

##### Appearances For

- Gary Sherman — Representative, 74th Assembly District
- Jonathan Knoche — WI Medical Society
- Robert Kraig, Milwaukee — Citizen Action of Wisconsin

##### Appearances Against

- Peter Fox, Madison — WI Newspaper Association
- Bob Dailey, Janesville — Bliss Communications
- Kendall Harrison, Madison — Godfrey and Kahn
- Dean Maytag, Milwaukee — WISN-TV
- Michelle Vetterkind, Madison — WI Broadcasters Association
- Marjorie Powell, Washington — PhRMA
- Steve Baas, Milwaukee — MMAC

##### Appearances for Information Only

- Tom Engels, Madison — Pharmacy Society of Wisconsin

##### Registrations For

- Tim Carpenter — Senator, 3rd Senate District
- Mark Grapentine, Madison — WI Medical Society

##### Registrations Against

- Mindy Walker, Madison — Takeda
- David Storey — WI Retail Council
- Janet Swandby — Outdoor Advertising Association of WI
- Janet Swandby — WI Community Newspapers

- George Klaetsch — AstraZeneca
- RJ Pirlot, Madison — WI Manufacturers and Commerce

Registrations for Information Only

- None.

April 22, 2010

Failed to pass pursuant to Senate Joint Resolution 1.

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Tara Vasby  
Committee Clerk